

# CRCA TODAY

## WHY SHOULD YOU ADVERTISE IN *CRCA TODAY*?

Reach a targeted audience of Roofing & Waterproofing Contractors, Architects, Roof Consultants, GCs and Building Managers and others throughout IL, IN, WI, IA, MN. The combined digital and print circulation of over 17,000 per issue contains editorial content geared to those that design, spec, install and sell/distribute roofing and waterproofing from a national, regional, and local perspective.

## ARTICLES COVER:

- **Safety** including OSHA Mandates, Industry Trends, Weather Protection, Tools, and Equipment that help educate contractors, workers and others involved on a daily basis.
- **Legal** including Contract Language and Protection, Compliance with OSHA and other Governmental regulations, Employment and more.
- **Code & Standards** including State, Local and National Code Development, and Compliance, plus Key Strategies, Processes, Materials and Equipment essential in the Trade of Roofing.
- **Insurance and General Business** education including managing Workers' Comp, Coverage, Surety, Fraud Protection, Electronic Communication, Marketing, Licensing, Workforce Issues, Data Protection, Business Practices and More.
- **Industry Knowledge** including Workforce Development, Leadership, Sales Strategies, Mentorship, Multi-General, Technical Tools, Equipment and Product Advances.

## *Who Reads CRCA Today?*



*Interested in submitting an article or cover photo? Contact [linda@crca.org](mailto:linda@crca.org)*

## To Advertise:

Email: [linda@crca.org](mailto:linda@crca.org)

Call: (708) 449-3340

Website: [www.CRCA.org](http://www.CRCA.org)



# CRCA Advertising Insertion Order Form

## 2025 Directory Advertising Rates

### Four Color

**Full Page\*** \$995    **1/2 Page** \$750    **1/4 Page** \$550

*\*Includes logo + URL on CRCA.org Home Page*

## 2025 CRCA Today Advertising Rates

Size	Member 4x	Member 2x	Member 1x	Nonmember 1x
<i>Black &amp; White</i>				
Full	\$1,465	\$1,610	\$1,730	\$1,955
1/2	\$985	\$1,080	\$1,165	\$1,310
1/4	\$650	\$710	\$765	\$865
<i>Four Color</i>				
Full	\$2,065	\$2,270	\$2,435	\$2,755
1/2	\$1,720	\$1,890	\$2,030	\$2,290
1/4	\$1,095	\$1,195	\$1,295	\$1,460

*Price per issue, billed after mailing.*

## Article Spotlight Digital Banner Ad

Limited to 1 ad per issue. Campaign to run 6x per *CRCA Today* Issue after initial issue launch....all with your Exclusive Banner Ad! Your ad includes URL/ Call-to-action link. Circulation: 9,000 per email

*Banner Ad: 700x100 pixels maximum (.png or .jpg files)*

**Price: \$1,200 per issue**

## PRINTING SPECIFICATIONS

Image Files should be CYMK at least 300 DPI in Adobe InDesign, Illustrator, Photoshop or PDF File.

- Full Page: Bleed - 8.75x11.25, Trim - 8.5x11
- Half Page: Bleed - 8.75x5.625, Trim - 8.5x5.5
- Quarter Page: Bleed - 4x5.25, Trim - 3.625x4.875

**All Directory & CRCA Today Ads  
Include URL/ Call-to-action link for  
digital format.**

## AD CLOSE DATES

**CRCA Directory**  
2/14/2025

### CRCA Today & Banner Ads

Q1 2/14/2025  
Q2 **4/18/2025**  
Q3 7/11/2025  
Q4 10/10/2025

**Advertiser Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Ad URL:** \_\_\_\_\_

**CRCA Directory**    ☐ Full Page    ☐ 1/2 Page    ☐ 1/4 Page    ☐ New Ad    ☐ Repeat Ad

**CRCA Today**    ☐ Q1    ☐ New Ad    ☐ Repeat Ad    ☐ B&W    ☐ Color    ☐ Full Page    ☐ 1/2 Page    ☐ 1/4 Page  
☐ Q2    ☐ New Ad    ☐ Repeat Ad    ☐ B&W    ☐ Color    ☐ Full Page    ☐ 1/2 Page    ☐ 1/4 Page  
☐ Q3    ☐ New Ad    ☐ Repeat Ad    ☐ B&W    ☐ Color    ☐ Full Page    ☐ 1/2 Page    ☐ 1/4 Page  
☐ Q4    ☐ New Ad    ☐ Repeat Ad    ☐ B&W    ☐ Color    ☐ Full Page    ☐ 1/2 Page    ☐ 1/4 Page

**Digital Banner Ad**    ☐ Q1    ☐ Q2    ☐ Q3    ☐ Q4

**Return insertion order to [linda@crca.org](mailto:linda@crca.org)**

**Need CRCA to create your ad? Contact CRCA for Pricing**